

ADMINISTRATIVE - INTERNAL USE ONLY

DDI-3127-74

12 July 1974

MEMORANDUM FOR: Director of Central Intelligence  
FROM : Acting Deputy Director for Intelligence  
SUBJECT : NID "Advertising List"

1. Last week you queried if we could carry an "advertising list" of useful intelligence products appearing on the scene.

2. We have been aware of your interest in this connection and have run such a list on a few occasions this spring. The effort has slowed down for a number of reasons:

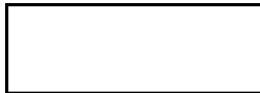
- A precis or gist of the better memos has been actually published in the Daily itself.
- The flow of memoranda has abated somewhat this summer, making it difficult to get three or four titles to list at the same time.
- The output of other agencies is pretty thin and often received rather late, so that most of the listings would look as though we were doing commercials for the CIA product to the exclusion of the community products.
- In terms of NID readership, a lot of the community product is pretty marginal to their interest, particularly quite a bit of the DIA product.

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-- One of our largest producers--OER--runs its own list in the Economic Intelligence Weekly which goes to about all the recipients of the Daily.

3. Having said all this, I am happy to report that the confluence of events this week is such that we will be running an advertising list in Monday's NID. But we probably won't be doing it as frequently as you might hope for the reasons outlined above.



PAUL V. WALSH  
Acting Deputy Director  
for Intelligence

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Distribution:

- Original & 1 - Addressee w/cy Basic
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UNCLASSIFIED		CONFIDENTIAL		SECRET	
<b>OFFICIAL ROUTING SLIP</b>					
TO	NAME AND ADDRESS	DATE	INITIALS		
1	<del>Mr. Paul Walsh</del>				
2	EWP	29 July	EWP		
3	File: OCT				
4					
5					
6					
ACTION		DIRECT REPLY		PREPARE REPLY	
APPROVAL		DISPATCH		RECOMMENDATION	
COMMENT		FILE		RETURN	
CONCURRENCE		INFORMATION		SIGNATURE	
<b>Remarks:</b>  <p>The attached was removed from Mr. Colby's desk by EA/DCI. It is returned for your files.</p> <p><i>Mr. Porter, you may not have been aware of this.</i></p> <div style="border: 1px solid black; width: 100px; height: 20px; margin: 10px auto;"></div>					
FOLD HERE TO RETURN TO SENDER					
FROM: NAME, ADDRESS AND PHONE NO.					DATE
					7/26/74
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SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM			
UNCLASSIFIED	CONFIDENTIAL	SECRET	
OFFICIAL ROUTING SLIP			
TO	NAME AND ADDRESS	DATE	INITIALS
1	<i>SK</i> The Director		
2			
3			
4			
5			
6			
	ACTION	DIRECT REPLY	PREPARE REPLY
	APPROVAL	DISPATCH	RECOMMENDATION
	COMMENT	FILE	RETURN
	CONCURRENCE	INFORMATION	SIGNATURE
Remarks:			
<p style="font-size: 1.2em;"><i>Removed 7/26</i></p> <p style="font-size: 1.2em;"><i>[DCI orally informed of content]</i></p>			
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Acting Deputy Director for Intelligence			7/12/74
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FORM NO.  
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Use previous editions

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Routing Slip

74-4105

TO:

		ACTION	INFO.			ACTION	INFO.
1	DCI			11	LC		
2	DDCI			12	IG		
3	S/MC			13	Compt		
4	DDS&T			14	Asst/DCI		
5	DDI	✓		15	AO/DCI		
6	DDM&S			16	Ex/Sec		
7	DDO			17			
8	D/DCI/IC			18			
9	D/DCI/NIO			19			
10	GC			20			

SUSPENSE

Date

Remarks:

Can the NID carry an "advertising list" ~~pointing~~ pointing out ~~a~~ a few useful intel products appearing - eg a reference to that  an interesting OSI ~~IM~~ IM, or other (including other agency products) ? -

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